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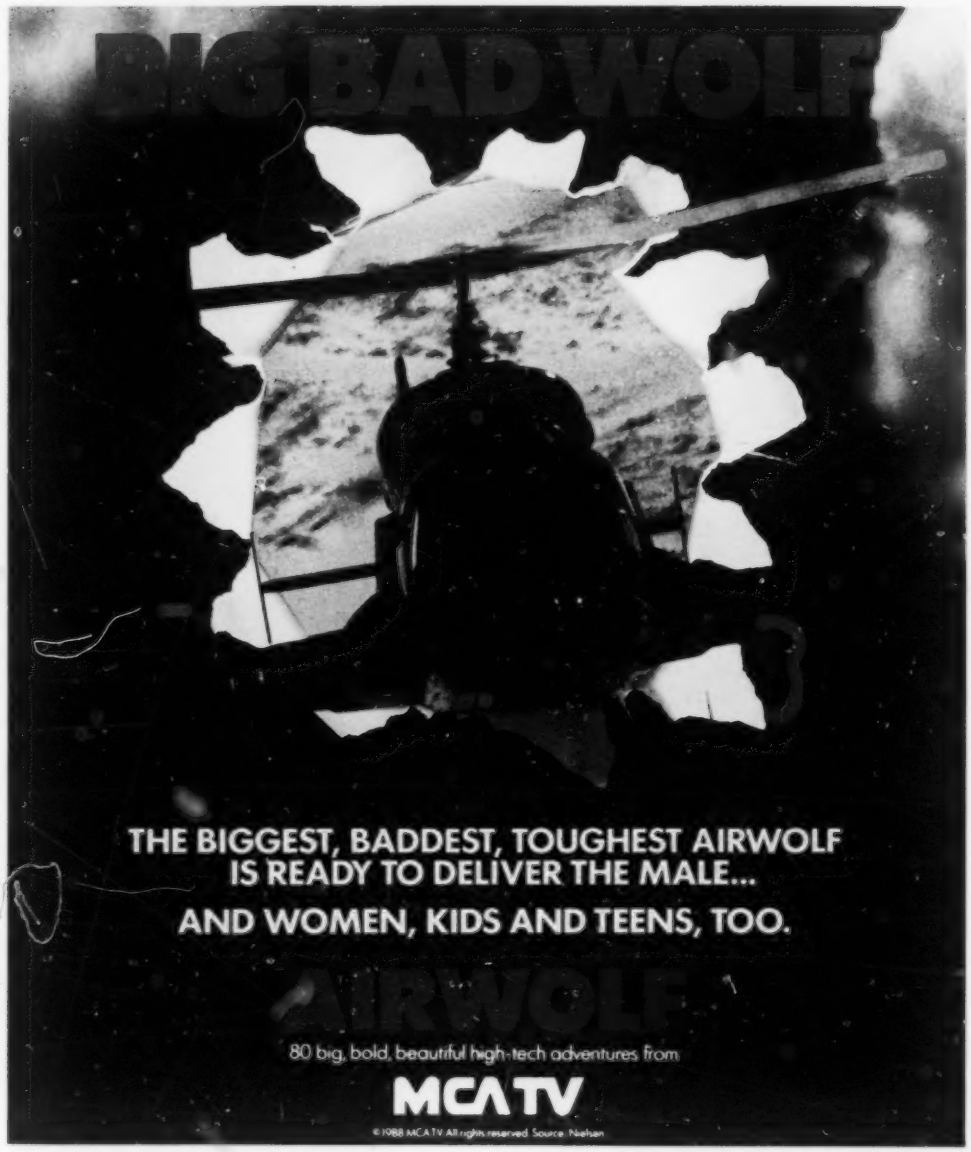
RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 18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Vol. 114 No. 16

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47,000 flock to NAB's biggest...page 44

HDTV's the main attraction...page 47

Patrick, NAB make peace in Las Vegas...page 46

MR. PRESIDENT, MR. BROADCASTER □ Ronald Reagan adds dramatic high point to NAB convention, reminding broadcasters of his commitment to repeal of fairness doctrine and appealing for help in obtaining Senate action on his FCC nominees. Below, President, who began his radio career over 50 years ago, receives NAB's first Ronald Reagan Broadcasting Award from NAB's Wallace Jorgenson and Eddie Fritts. **PAGE 43.**

GEE...NO, CERRITOS □ Over objections of NCTA and California Cable TV Association, FCC grants waiver for telephone company, GTE, to build cable system in Cerritos, Calif. **PAGE 50.**

NAB 88 □ Representatives of FCC and Congress face off on deregulation, **PAGE 52.** Two key FCC officials say commission unlikely to change duopoly rule, **PAGE 56.** Congressional panel asks for evidence that lack of must carry and importation of signals harm broadcasters, **PAGE 58.** NAB honors former FCC Chairman Mark Fowler with Distinguished Service Award, **PAGE 60.** Congressional and FCC staffers spar over fairness doctrine, **PAGE 61.** Economists optimistic about broadcasting industry, **PAGE 70.** Shifting international TV market is focus of NAB management panel, **PAGE 74.** NBC News's Larry Grossman argues for TV as "instrument of truth," **PAGE 75.** Future may be with DBS and fiber optics, say panelists, **PAGE 76.** FMX draws its share of interest at NAB, **PAGE 80.** New radio ratings diary may raise response rates, **PAGE 82.**

CABLE-FRIENDLY □ CAB conference finds evidence that for advertisers, cable is increasingly place to turn. **PAGE 87.**

FOX NEWS □ Fox Broadcasting Co. takes step into network news business. **PAGE 91.**

IDENTITY CRISIS □ Public TV's programing identity dominates concerns voiced at PBS/NAPTS annual meeting held this year in Arlington, Va. **PAGE 96.**

UBIQUITOUS RUSH □ In addition to keeping him in perpetual motion, Warner Rush's traveling work style has proved successful. Under him, Major Market Radio has broadened its station client base, more than doubled its staff and increased its gross billings almost four-fold. **PAGE 127.**

DONE DEAL □ NBC-Disney deal marks first time broadcast network has produced series programing for exclusive cable run before its network airing. **PAGE 129.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,908	170	5,078
Commercial FM	4,045	418	4,463
Educational FM	1,314	173	1,487
■ Total Radio	10,267	761	11,028
FM translators	789	444	1,233
Commercial VHF TV	538	23	561
Commercial UHF TV	481	222	703
Educational VHF TV	118	3	121
Educational UHF TV	212	25	237
■ Total TV	1,349	273	1,622
VHF LPTV	93	74	167
UHF LPTV	258	136	394
■ Total LPTV	351	210	561
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

CABLE	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

nels and universal service and to build and maintain state-of-art cable systems violate cable operators' First Amendment rights.

Children's Television

■ House Telecommunications Subcommittee Chairman Ed Markey is seeking compromise with broadcasters on children's television bill. He is proposing legislation limiting commercial time in children's programs, but would not include original requirement that broadcasters air one hour per day of informational and educational programing. Bill would, however, require FCC to review children's programs for educational and informational content as part of license renewal process. Broadcasters appear willing to accept some commercial time limits, but balk at programing standard as part of renewal.

Bill introduced by Representative Tom Tauke (R-Iowa) would eliminate antitrust restrictions and let industry arrive at code to govern children's advertising.

Children's television legislation is also pending in Senate, but no action appears imminent.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to nine-and-a-half minutes per hour and require two-year period before toys featured in programs can be promoted.

NAB has presented survey indicating that advertising in children's programing is currently under proposed 9.5 minute limit.

Comparative Renewal Reform

■ Seventeen Republican members of House Commerce Committee sent letter to FCC Chairman Dennis Patrick urging him to reform comparative license renewal procedures.

In speech before National Association of Broadcasters convention in Las Vegas on Tuesday, April 12, Patrick called for overhaul of comparative renewal process to eliminate "abuses," as well as articulation of criteria for license renewal expectancy.

In interview with BROADCASTING before convention, NAB President Eddie Fritts said that rather than continue its push for elimination of entire comparative license renewal process, NAB might settle for clean up of abuse of process. "If you remove payoffs," said Fritts, "you remove comparative renewal as issue...You get challenges based on genuine interests as opposed to payoffs."

Leibowitz & Spencer, Miami-based communications law firm, has asked FCC to expedite its earlier petition for reform rulemaking to put potential challengers on notice that applications may be subject to more stringent scrutiny than in past. Talk of reform comes against backdrop of license challenge of CBS's WBBM-TV Chicago by group headed by local attorney, Brenda Minor. Many communications attorneys believe case underscores vulnerability of broadcasters with good track records to costly and time-consuming challenges. FCC has also ordered comparative renewal for Viacom's KMOV-TV St. Louis and is preparing order affecting five other television stations.

Crossownership

■ *Telco-cable*—Last week (April 12), FCC Common Carrier Bureau issued waiver of its Cable-telco crossownership rules, allowing GTE to build cable system in Cerritos, Calif. (see "Top of the Week"). Cable groups, including NCTA, had objected to decision and plan to fight ruling.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress that it eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban. Although he doesn't expect measure to go anywhere this year, Nielson said it could make headway in next Congress.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T and creation of seven operating companies. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. And President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in final hours of its last session violated First and Fifth Amendments of Constitution by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to

themselves in if they could block off foreign car imports (oh, I'm sure they would love it). But on the side of the consumers, it's not at all the "best system on earth," to the point of having been christened a "vast wasteland." Stations in every corner of this country look and sound exactly alike, with formulas and formats predictable to the extreme, generating nothing else but a vicious circle of sound-processed boredom.

I'm wondering if Mr. Giddens has ever traveled through Europe with a transistor radio for some time. The superiority in creativity, unpredictability, innovation, openness to new ideas and commitment to the public would have hit him in the face like a hot wet towel. Maybe he did, and that's why he is so concerned.—*D. Pieri, freelance international broadcast consultant, San Diego*

Don't knock Knox

EDITOR: Your March 21 issue carried a story on page 65 about Senator Bob Dole and a "glitch" that interrupted his live telecast from Knox College in Galesburg, Ill.

The next to last paragraph of your story quotes a Dole spokesperson quoting "an electrical engineering consultant" to the effect that the power failure was caused "by old wiring" at Knox.

Undoubtedly, some of our wiring is old, but this would hardly account for the "glitch." First, as you mentioned, the audio continued when the picture broke up. Second, nothing else electrical failed or even flickered, despite the fact that the national press corps for both Senator Dole and Vice President Bush were on the Knox campus at the same time, drawing extraordinary amounts of power from the Knox electrical system.

The only thing that went wrong, in fact, was the loss of the Dole picture, as you described in your story. Chances are, the "glitch grinch" that stole the Dole video signal was someone or something connected to the technical crew or equipment. It might also have something to do with the fact that only 18 hours elapsed between the Dole campaign decision to come to Knox College and air time for the live telecast. We are sorry that something went wrong with the signal but it doesn't do any good to blame the college when the facts don't point in that direction.

When Mr. Lincoln and Mr. Douglas debated the issue of slavery in 1858 on the steps of Knox's Old Main, historians report that the debaters' words were repeated to those in the rear of the crowd by people farther forward who were better able to hear the remarks of the unamplified senatorial contestants. Often, those who relayed the words of the Railsplitter and the Little Giant condensed and reinterpreted the message to keep up with the flow of the debate. It would seem that it is just as difficult in 1988 as it was in 1858 to "get it first, get it fast, and get it right."—*Richard D. Nirenberg, director of public relations, Knox College, Galesburg, Ill.*

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CBS, NBC share first in prime time

CBS and NBC tied for first in week 29 of the prime time race with both averaging a 14 rating and 24 share. ABC finished almost three rating points behind with an average 11.2/19. With one week left to go in the official season, the standings were: NBC, 16.1/26; ABC, 13.7/22, and CBS, 13.5/22. (For a season-ending wrap-up, see "Top of the Week.")

Week 29, the first full week of daylight saving time, saw the combined three-network evening news rating drop by two points (with a one point drop in share) to a 27.5/58, with ABC leading the way with a 9.7/20. CBS was second with a 9.3/20, and NBC trailed, as it has for the past two months, with an 8.5/18.

In prime time, CBS was helped to a Monday-night victory with the National Collegiate Athletic Association Basketball Tournament final game, which averaged an 18.8/30. ABC, normally the strongest on Tuesday nights, lost its edge with repeats of *Who's the Boss*, *Moonlighting* and *Thirtysomething*. NBC won the night with a *Matlock* rerun, followed by original episodes of the midseason *In the Heat of the Night*, and *Crime Story*. ABC's midseason *Wonder Years* finished a strong second to the second half of *Matlock* at 8:30 p.m., with a 17.1/28.

ABC took Wednesday, leading off with a *Growing Pains* rerun in its new time spot at 8 p.m. CBS's midseason *Smothers Brothers Comedy Hour* finished last at 8-9 p.m. with a 10.5/18, behind NBC's midseason *Aaron's Way* (14/1/24) and ABC's *Growing Pains* (16.6/29) and a *Head of the Class* repeat (16/27). At 9:30, ABC's midseason *Just in Time*, was third behind the second half of CBS's *Jake and the Fat Man*, which won the time period, and *A Year in the Life* on NBC. At 10, NBC's *Bronx Zoo*, which started the season as once-a-month "designated hitter," and is now in the time period for a short regular weekly flight, was last with 9.4/17, well behind ABC's midseason *Heartbeat* (12.3/22) and CBS's *Equalizer* (14.1/25).

NBC won easily on Thursday, as CBS did on Friday, both with regularly scheduled programing. NBC also won easily with its comedy lineup on Saturday.

On Sunday, ABC's midseason *Supercarrier* finished last in its time period at 7-8, with a 7/13, behind *Our House* on NBC (8.5/16) and CBS's 60 Minutes, (18.5/34). NBC's midseason comedy *Day by Day* was second in its time period (8:30) with a 15./23, against *Murder, She Wrote* on CBS, which won the time period (22.3/34), and the second half-hour of the ABC Sunday Night Movie ("From Russia with Love"), which averaged a 9.1/14.

Nielsen	□	Net	□	Show	□	AGB
1.	23.2/40	N	Cosby Show	2.	21.4/38
2.	21.6/34	C	Murder, She Wrote	1.	21.8/35
3.	20.7/35	N	My Two Dads	5.	18.9/32
4.	20.2/33	N	Cheers	6.	18.9/31
5.	20.0/31	N	NBC Sunday Movie	11.	17.3/28
6.	19.1/35	N	Golden Girls	3.	21.0/36
7.	18.8/30	C	NCAA Championship	8.	17.8/29
8.	18.5/34	C	60 Minutes	4.	19.1/35
9.	18.4/29	C	CBS Sunday Movie	9.	17.8/30
10.	17.2/30	A	Who's the Boss?	10.	17.8/31
11.	17.1/28	A	Wonder Years	12.	17.3/28
12.	16.7/28	C	Knots Landing	17.	15.5/28
13.	16.7/31	N	Amen	7.	17.9/31
14.	16.6/29	A	Growing Pains	18.	15.2/25
15.	16.5/26	N	In the Heat of the Night	13.	16.6/26
16.	16.2/28	C	Dallas	15.	15.6/27
17.	16.1/27	N	Matlock	14.	16.6/28
18.	16.0/27	A	Head of the Class	20.	14.7/24
19.	15.0/23	N	Day by Day	25.	14.2/22
20.	14.9/25	C	Designing Women	21.	14.6/24
21.	14.8/24	C	Jake and the Fatman	30.	13.3/22
22.	14.6/24	A	Hooperman	29.	13.4/22
23.	14.6/24	N	Days, Nights of M. Dodd	23.	14.4/24
24.	14.5/22	A	ABC Monday Movie	34.	12.5/20
25.	14.3/23	N	Family Ties	22.	14.4/24
26.	14.2/24	N	L.A. Law	31.	13.1/24
27.	14.1/25	C	Equalizer	35.	12.4/23
28.	14.1/24	N	Aaron's Way	16.	15.5/25
29.	13.9/22	A	Moonlighting	28.	13.6/22
30.	13.8/27	N	Hunter	24.	14.3/27
31.	13.7/24	C	Kate and Allie	19.	15.1/26
32.	13.7/22	C	Simon and Simon	39.	12.1/20
33.	13.1/24	C	Falcon Crest	31.	13.1/24
34.	13.0/21	N	NBC Monday Movie	27.	13.7/22
35.	12.7/22	A	Thirtysomething	40.	12.1/22
36.	12.7/23	C	Beauty and the Beast	37.	12.1/22
37.	12.6/21	A	McGyver	36.	12.2/21
38.	12.4/20	A	Just in Time*	47.	10.7/18
39.	12.4/20	N	Year in the Life	26.	13.7/23
40.	12.3/22	A	Heartbeat	46.	10.9/20
41.	12.2/21	N	Crime Story	41.	12.1/22
42.	12.1/21	C	Cagney and Lacey	44.	11.8/21
43.	11.9/21	A	Full House	49.	10.2/18
44.	11.9/22	A	20/20	33.	12.7/23
45.	11.5/22	A	Perfect Strangers	51.	9.8/18
46.	11.4/22	N	Mama's Boy Special	43.	11.9/21
47.	11.3/23	N	227	42.	11.9/23
48.	10.7/19	N	Miami Vice	59.	8.9/16
49.	10.7/19	N	Night Court	38.	12.1/21
50.	10.5/17	A	Plague Upon the Land	61.	8.4/14
51.	10.5/18	C	Smothers Brothers Hour	45.	11.4/19
52.	10.4/18	A	Mr. Belvedere	65.	7.8/13
53.	10.0/20	A	Spenser: For Hire	55.	9.3/18
54.	10.0/16	C	CBS Special Movie	56.	9.2/15
55.	9.6/15	A	ABC Sunday Movie	53.	9.5/15
56.	9.5/17	C	Tour of Duty	66.	7.7/13
57.	9.4/17	N	Bronx Zoo	60.	8.7/16
58.	9.2/16	C	48 Hours	52.	9.7/17
59.	9.1/18	A	Dolly	48.	10.5/20
60.	9.0/16	A	Family Man	62.	8.4/14
61.	9.0/16	N	Beverly Hills Buntz	58.	9.0/15
62.	8.9/17	C	High Mountain Rangers	63.	8.2/15
63.	8.8/15	A	Buck James	68.	6.8/12
64.	8.5/16	N	Our House	50.	9.8/19
65.	8.2/16	C	West 57th	64.	8.1/15
66.	8.0/15	N	Highwayman	57.	9.1/17
67.	7.3/13	A	Probe	67.	7.4/13
68.	7.1/12	A	Hotel	70.	6.4/11
69.	7.0/13	A	Ohara	54.	9.3/16
70.	7.0/13	A	Supercarrier	69.	6.6/13

* Indicates premiere episode

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